**In the Claims:**

The following is a list of claims currently pending in this application and their current status.  This listing of the claims will replace all prior versions, and listings, of the claims in this application.

1. (Cancelled)

2. (Currently amended)  The method of claim 96, ~~improvement of claim 1,~~ wherein a pair of the good identifier and event identifier attributes associate a single good at a single selling location with one of the plurality of events.

3. (Currently amended)  The method of claim 96, ~~improvement of claim 1,~~ wherein a pair of the good identifier and event identifier attributes associate a single good at a group of selling locations with one of the plurality of events.

4. (Currently amended)  The method of claim 96, ~~improvement of claim 1,~~ wherein a pair of the good identifier and event identifier attributes associate a group of goods at a single selling location with one of the plurality of events.

5. (Currently amended)  The method of claim 96, ~~improvement of claim 1,~~ wherein a pair of the good identifier and event identifier attributes associate a group of goods at a group of selling locations with one of the plurality of events.

6. (Currently amended)  The method of claim 96, ~~improvement of claim 1,~~ wherein the attributes of the causal calendar further includes an impact estimate quantity corresponding to the impact of the event on sales.

7. (Currently amended)  The method of claim 96, ~~improvement of claim 1,~~ wherein the set of analysis programs is adapted to basic retail goods.

8. (Currently amended)  The method of claim 96, ~~improvement of claim 1,~~ wherein the set of analysis programs is adapted to seasonal retail goods.

9. (Currently amended)  The method of claim 96, ~~improvement of claim 1,~~ wherein the set of analysis programs is adapted to fashion retail goods.

10. (Currently amended)  The method of claim 96, ~~improvement of claim 1,~~ wherein the set of analysis programs operate on daily or more frequent period forecasts.

11. (Currently amended)  The method of claim 96, ~~improvement of claim 1,~~ wherein the set of analysis programs operate on weekly forecasts.

12. (Currently amended)  The method of claim 96, ~~improvement of claim 1,~~ wherein the set of analysis programs operate on pairings of individual goods in individual selling locations.

13. (Currently amended)  The method of claim 96, ~~improvement of claim 1,~~ wherein the set of analysis programs operate on groups of goods in individual selling locations.

14. (Currently amended)  The method of claim 96, ~~improvement of claim 1,~~ wherein the set of analysis programs operate on individual goods in groups of selling locations.

15. (Currently amended)  The method of claim 96, ~~improvement of claim 1,~~ wherein the set of analysis programs operate on groups of goods in groups of selling locations.

16-19. (Cancelled)

20. (Currently amended)  ~~The method of claim 96,~~ ~~An improved management decision support system, including a computer system having memory and resources, a retail demand forecasting program applying one or more forecasting approaches, running on the computer system and generating output, and a set of analysis programs, running on the computer system and utilizing the output, said analysis programs generating at least one of (a) order of goods from a supplier-related data, (b) allocation of the goods to be shipped by the supplier-related data, or (c) distribution of goods to selling locations-related data, the improvement comprising:~~

~~a causal calendar of events impacting demand utilized by the forecasting program to generate the output, said causal calendar including for a plurality of the events attributes of a good identifier, a location identifier, the event start date, the event stop date, and the event type; and~~

wherein the analytical reports include:

~~an additional analysis programs in the set of analysis programs generating data reported in~~ open to buy reports.


21. (Currently amended)  The <u>method</u> ~~improvement~~ of claim 20, wherein a pair of the good identifier and event identifier attributes associate a single good at a single selling location with one of the plurality of events.


22. (Currently amended)  The <u>method</u> ~~improvement~~ of claim 20, wherein a pair of the good identifier and event identifier attributes associate a single good at a group of selling locations with one of the plurality of events.


23. (Currently amended)  The <u>method</u> ~~improvement~~ of claim 20, wherein a pair of the good identifier and event identifier attributes associate a group of goods at a single selling location with one of the plurality of events.


24. (Currently amended)  The <u>method</u> ~~improvement~~ of claim 20, wherein a pair of the good identifier and event identifier attributes associate a group of goods at a group of selling locations with one of the plurality of events.

25. (Currently amended)  The ~~method~~ ~~improvement~~ of claim 20, wherein the attributes of the causal calendar further includes an impact estimate quantity corresponding to the impact of the event on sales.

26. (Currently amended)  The ~~method~~ ~~improvement~~ of claim 20, wherein the set of analysis programs is adapted to basic retail goods.

27. (Currently amended)  The ~~method~~ ~~improvement~~ of claim 20, wherein the set of analysis programs is adapted to seasonal retail goods.

28. (Currently amended)  The ~~method~~ ~~improvement~~ of claim 20, wherein the set of analysis programs is adapted to fashion retail goods.

29. (Currently amended)  The ~~method~~ ~~improvement~~ of claim 20, wherein the set of analysis programs operate on daily or more frequent period forecasts.

30. (Currently amended)  The ~~method~~ ~~improvement~~ of claim 20, wherein the set of analysis programs operate on weekly forecasts.

31. (Currently amended)  The ~~method~~ ~~improvement~~ of claim 20, wherein the set of analysis programs operate on pairings of individual goods in individual selling locations.

32. (Currently amended)  The ~~method~~ ~~improvement~~ of claim 20, wherein the set of analysis programs operate on groups of goods in individual selling locations.

33. (Currently amended)  The ~~method~~ ~~improvement~~ of claim 20, wherein the set of analysis programs operate on individual goods in groups of selling locations.

34. (Currently amended)  The method ~~improvement~~ of claim 20, wherein the set of analysis programs operate on groups of goods in groups of selling locations.

35-38. (Cancelled)

39. (Currently amended)  <u>The method of claim 96,</u>  ~~An improved management decision support system, including a computer system having memory and resources, a retail demand forecasting program applying one or more forecasting approaches, running on the computer system and generating output, and a set of analysis programs, running on the computer system and utilizing the output, said analysis programs generating at least one of (a) order of goods from a supplier-related data, (b) allocation of the goods to be shipped by the supplier-related data, or (c) distribution of goods to selling locations-related data, the improvement comprising:~~
~~a causal calendar of events impacting demand utilized by the forecasting program to generate the output, said causal calendar including for a plurality of events attributes of a good identifier, a location identifier, the event start date, the event stop date, and the event type; and~~
<u>wherein the analytical reports include:</u>
~~an additional analysis program in the set of analysis programs generating data reported in~~ markdown management reports.

40. (Currently amended)  The method ~~improvement~~ of claim 39, wherein a pair of the good identifier and event identifier attributes associate a single good at a single selling location with one of the plurality of events.

41. (Currently amended)  The method ~~improvement~~ of claim 39, wherein a pair of the good identifier and event identifier attributes associate a single good at a group of selling locations with one of the plurality of events.

42. (Currently amended)  The method ~~improvement~~ of claim 39, wherein a pair of the good identifier and event identifier attributes associate a group of goods at a single selling location with one of the plurality of events.

43. (Currently amended)  The method ~~improvement~~ of claim 39, wherein a pair of the good identifier and event identifier attributes associate a group of goods at a group of selling locations with one of the plurality of events.

44. (Currently amended)  The method ~~improvement~~ of claim 39, wherein the attributes of the causal calendar further includes an impact estimate quantity corresponding to the impact of the event on sales.

45. (Currently amended)  The method ~~improvement~~ of claim 39, wherein the set of analysis programs is adapted to basic retail goods.

46. (Currently amended)  The method ~~improvement~~ of claim 39, wherein the set of analysis programs is adapted to seasonal retail goods.

47. (Currently amended)  The method ~~improvement~~ of claim 39, wherein the set of analysis programs is adapted to fashion retail goods.

48. (Currently amended)  The method ~~improvement~~ of claim 39, wherein the set of analysis programs operate on daily or more frequent period forecasts.

49. (Currently amended)  The method ~~improvement~~ of claim 39, wherein the set of analysis programs operate on weekly forecasts.

50. (Currently amended)  The method ~~improvement~~ of claim 39, wherein the set of analysis programs operate on pairings of individual goods in individual selling locations.

51. (Currently amended)  The ~~method~~ improvement of claim 39, wherein the set of analysis programs operate on groups of goods in individual selling locations.

52. (Currently amended)  The ~~method~~ improvement of claim 39, wherein the set of analysis programs operate on individual goods in groups of selling locations.

53. (Currently amended)  The ~~method~~ improvement of claim 39, wherein the set of analysis programs operate on groups of goods in groups of selling locations.

54-57. (Cancelled)

58. (Currently amended)  The method of claim 96, ~~An improved management decision support system, including a computer system having memory and resources, a retail demand forecasting program applying one or more forecasting approaches, running on the computer system and generating output, and a set of analysis programs, running on the computer system and utilizing the output, said analysis programs generating at least one of (a) order of goods from a supplier-related data, (b) allocation of the goods to be shipped by the supplier-related data, or (c) distribution of goods to selling locations-related data, the improvement comprising:~~
~~a causal calendar of events impacting demand utilized by the forecasting program to generate the output, said causal calendar including for a plurality of events attributes of a good identifier, a location identifier, the event start date, the event stop date, and the event type; and~~
wherein the analytical reports include:
~~an additional analysis program in the set of analysis programs generating data reported in~~ bottom-up planning reports.

59. (Currently amended)  The ~~method~~ improvement of claim 58, wherein a pair of the good identifier and event identifier attributes associate a single good at a single selling location with one of the plurality of events.

60. (Currently amended)  The method ~~improvement~~ of claim 58, wherein a pair of the good identifier and event identifier attributes associate a single good at a group of selling locations with one of the plurality of events.

61. (Currently amended)  The method ~~improvement~~ of claim 58, wherein a pair of the good identifier and event identifier attributes associate a group of goods at a single selling location with one of the plurality of events.

62. (Currently amended)  The method ~~improvement~~ of claim 58, wherein a pair of the good identifier and event identifier attributes associate a group of goods at a group of selling locations with one of the plurality of events.

63. (Currently amended)  The method ~~improvement~~ of claim 58, wherein the attributes of the causal calendar further includes an impact estimate quantity corresponding to the impact of the event on sales.

64. (Currently amended)  The method ~~improvement~~ of claim 58, wherein the set of analysis programs is adapted to basic retail goods.

65. (Currently amended)  The method ~~improvement~~ of claim 58, wherein the set of analysis programs is adapted to seasonal retail goods.

66. (original)  The improvement of claim 58, wherein the set of analysis programs is adapted to fashion retail goods.

67. (Currently amended)  The method ~~improvement~~ of claim 58, wherein the set of analysis programs operate on daily or more frequent period forecasts.

68. (Currently amended)  The method ~~improvement~~ of claim 58, wherein the set of analysis programs operate on weekly forecasts.

69. (Currently amended) The method ~~improvement~~ of claim 58, wherein the set of analysis programs operate on pairings of individual goods in individual selling locations.


70. (Currently amended) The method ~~improvement~~ of claim 58, wherein the set of analysis programs operate on groups of goods in individual selling locations.


71. (Currently amended) The method ~~improvement~~ of claim 58, wherein the set of analysis programs operate on individual goods in groups of selling locations.


72. (Currently amended) The method ~~improvement~~ of claim 58, wherein the set of analysis programs operate on groups of goods in groups of selling locations.


73-76. (Cancelled)


77-95. (Cancelled)


96.     (New) A computer-implemented method of generating reports from simulated unit inventory and unit sales on a bottom-up per location basis for a multitude of items at a plurality of locations, including:

modeling with a causal event calendar, which is a data structure stored in computer readable memory, a plurality of retail event types that have differing impacts on demand, wherein an event data tuple for an event in the causal event calendar includes at least a good identifier, a selling location identifier, a start date, a stop date and an event type identifier;

forecasting unit inventory and unit sales at a per-item, per-location level using the event type identifier to identify one or more likely demand impacts and, in combination with other data in the event data tuple, to modify demand projections during the event; and

generating, from results of the forecasting using the causal event calendar consistently across analytical tools, analytical reports that support retailing activities.

97.     (New)  The method of claim 96, further including as event types with corresponding event type identifiers, events involving decisions by a retailer and exogenous factors, wherein

the decisions by the retailer include price promotions, advertising promotions, promotions of substitute or complementary products, removal of substitute or complementary products from a selling assortment, and new product introduction; and

the exogenous factors include approaching holiday events, seasonal events, and special events in a city that increase customer traffic at a selling location.


98.     (New)  The method of claim 96, wherein generating analytical reports consistently using the causal calendar data structure further includes reports to support:

ordering items from suppliers,

allocating item inventory for seasonal or fashion items received from suppliers among selling locations,

distributing items from a distribution center to selling locations,

bottom-up planning of sales, on-hand inventory and receipt of items into inventory,

top down planning that aggregates items at levels higher than individual items,

open to buy management reports that compare future inventory levels aggregated to a department level or higher with budgeted levels of inventory investment, and

markdown management that recommends timing and level of markdowns of seasonal or fashion items in order to sell out available inventory by a predetermined out date.


99.     (New)  The method of claim 97, wherein generating analytical reports consistently using the causal calendar data structure further includes reports to support:

ordering items from suppliers,

allocating item inventory for seasonal or fashion items received from suppliers among selling locations,

distributing items from a distribution center to selling locations,

bottom-up planning of sales, on-hand inventory and receipt of items into inventory,

top down planning that aggregates items at levels higher than individual items,

open to buy management reports that compare future inventory levels aggregated to a department level or higher with budgeted levels of inventory investment, and

markdown management that recommends timing and level of markdowns of seasonal or fashion items in order to sell out available inventory by a predetermined out date.

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